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## Selling Yourself

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# Selling Yourself

*Katherine Monson offers tips  
to the job hunter*



*Make it possible for your potential employer to know your background before having a personal interview through a carefully thought out letter of application*

**A** NEW CROP is just about out! In June they'll be bursting into full bloom and simultaneously they'll be thrown on the open market. Interested employers will be critically eyeing this group of home economics graduates.

Employment is a two-sided process. The young woman graduate with her diploma in one hand and the other hand reaching out to the future is seeking the best position for her interests and abilities. The employer, sitting behind his desk, discriminately watches for the person with sincere interest and ability who will be an asset to his business.

Let's first look at the situation from the employer's standpoint. The first applicant is ushered into the office exactly at the time of the appointment. Her dress is proper almost to the extent of being too proper. Her voice is just a little thin and quiet. She seems shy and a trifle hard to draw out. He remembers from her letters of application that she had good credentials.

This girl undoubtedly has fine ability but he has a feeling that she lacks the actual drive to put over a smart idea. Along well trodden paths she'd be dependable but she lacks that personal punch and confidence necessary to launch a new campaign.

The next applicant arrives with gusto. Her dress is in the latest fashion. Perhaps her struggle with that new hat made her these few minutes late. She's friendly, she has definite ideas and doesn't hesitate to predict how well they will work. Her suggestions and familiarity put the employer on the defensive.

The girl has ability, spontaneity, enthusiasm and a freshness which could be useful. But new ideas can be poisonous if they are inflicted rather than suggested. Would this girl prove to be domineering over other employees? Could she be of enough business value to offset her blustery attitude?

The applicant known as "Miss Perfection" would probably have carefully considered these suggestions: The success or failure of the interview can almost be cinched in advance. Precede your interview with a letter of application even if it is not required. Large executives are much too busy to see every person who might wish to apply. An interview can be suggested through a letter of application that is correct and

clever. Don't hesitate to tactfully use "pulls" or connections in your field or in the company. These friendships are often cultivated through professional interests.

Study the company where employment is desired. Be familiar with its history, products, working conditions and opportunities. Try to gain information about the employer and any personal preferences he holds. Knowledge of the firm can give confidence and assurance at the zero hour.

Have a definite position in mind. Employers seem to have a wary phobia for those people who can do everything. They are likely to suspect incompetence and inability. Don't ask for any job! Be specific. Enumerate special qualities and talents. Concentrated interest and determination for a special work is attractive to the employer.

Be fresh and rested. To be mentally and physically alert, get plenty of sleep the night before the important interview. Arrive promptly. If it is necessary to wait before the interview, try to be relaxed. Breathe deeply. Don't compare yourself with the other applicants who might be waiting; rather have sincere confidence. Remember, no matter what your performance, the employer will believe it's your best.

Personal appearance is important. Tasteful dress is appropriate dress. Dark and well-tailored clothes are best for business. Clothes should be well styled to the individual but not necessarily high fashion. Good grooming is of equal importance to correct dress. Fingernails, heels, make-up, hair and stocking seams cannot be checked too carefully.

Make a good first impression. Don't be too serious. Be pleasant and assured. Posture and carriage are extremely important. Look alive, alert, yet dignified and self-contained. Don't remove your hat and coat unless requested by the interviewer.

A pleasant voice is a decided asset. Keep it low in tone and well-modulated. Speak clearly. Keep physically still. Don't fidget. The success of the interview rests in the first five minutes. In this time the employer is going to be answering mental questions. He will come to conclusions on the applicant's social

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taken on a delicious new flavor. Clean whole raw carrots add a touch of crispness to the menu.

There is an out-of-the-can menu for easy-goers who pick up and start on a picnic almost anytime. In cellophane bags come cheese puffs and shoestring potatoes. Available in cans is a date-nut bread. A choice of ready cooked ham in big and little tins is available to slice for sandwiches. Canned fudge pudding is a handy as well as tasty convenience. Sugar wafers or individual cakes may serve as dessert, as could a variety of cheese and crackers.

Home-made desserts include tender potato doughnuts. Crepe suzettes similar to pancakes may be cooked on a smooth heated rock. When done, they are spread with marmalade and rolled up. Chocolate drops may be made without a world of preliminary preparation by pouring sweet milk chocolate over corn flakes, serving when firm. Popcorn, dates and other fruit may be coated in the same way, and cut into bars.

Adequate beverage must be included to quench those cotton-dry throats. Bottled beverages can be handily taken. Large thermos bottles or kegs will keep that fresh fruit or tomato juice cold. Canned fruit juices are easily carried. A great jar of iced lemonade is still a favorite. For convenience, for that pleasing picnic smell, for satisfying the crowd—coffee is seldom excelled.

What is a picnic without pickles? Have a variety so that everybody will be happy. Dills and mixed ones, bottles of little cauliflower flowerlets, tiny pepper, onion, mustard and chow-chow pickles—don't forget them!

Take your journey on the hoof or in the saddle, hike or bike. Tie your picnic makings in gypsy bundles and let every person do his part.

## Personal Interviews

(Continued from Page 6)

background, general attitude, training, experience and latent ability.

Job finding is a matter of salesmanship. Let the interviewer do most of the talking and be a good listener. Be ready and able to talk when the opportunity is presented. In a few brief sentences you must sell your prospective employer on your value to him. Convince him you have ability.

Be ready to answer catch questions intelligently. Keep your brain functioning. Don't ask for a job. It sounds too much like a beggar at the back door. No matter how much you may need this position keep to yourself that fact as well as other personal matters. Above all don't tell your life history.

Closing the interview is of great importance also. Leave when the employer indicates by rising or when he has all the information he desires.

If you are offered a job accept it only if you can work at it faithfully. Wait for the employer to raise the question of hours and wages. Be prepared to be explicit about the salary expected.

Show the ability to take success or defeat. Don't gush if you do receive a position. Leave with a word of thanks. Never offer to shake hands but smile. Remember there's always another opportunity, another interview ahead.

The young woman in the process of becoming college bred can be preparing for that day in June that will either mark the beginning of a career or a dropping-off place.



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